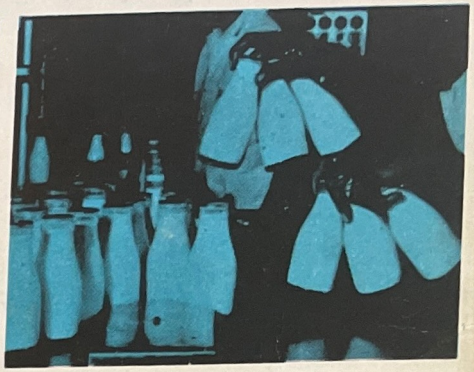
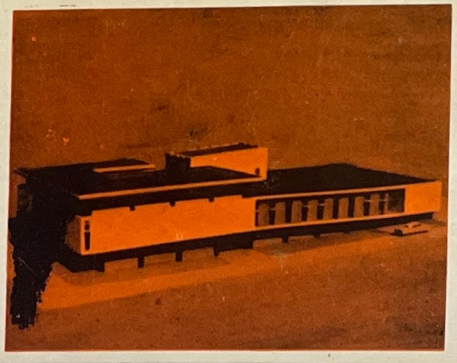
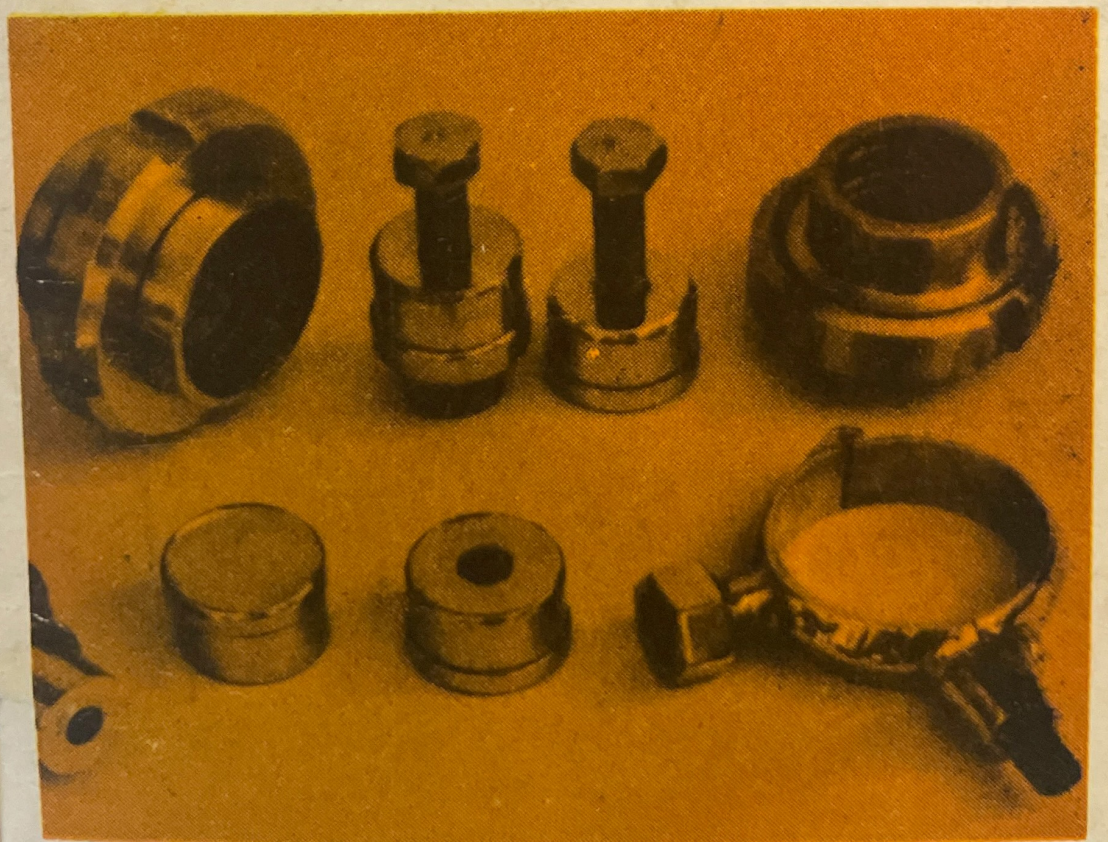
NATIONAL DAIRY DEVELOPMENT BOARD



annual report 1967/8





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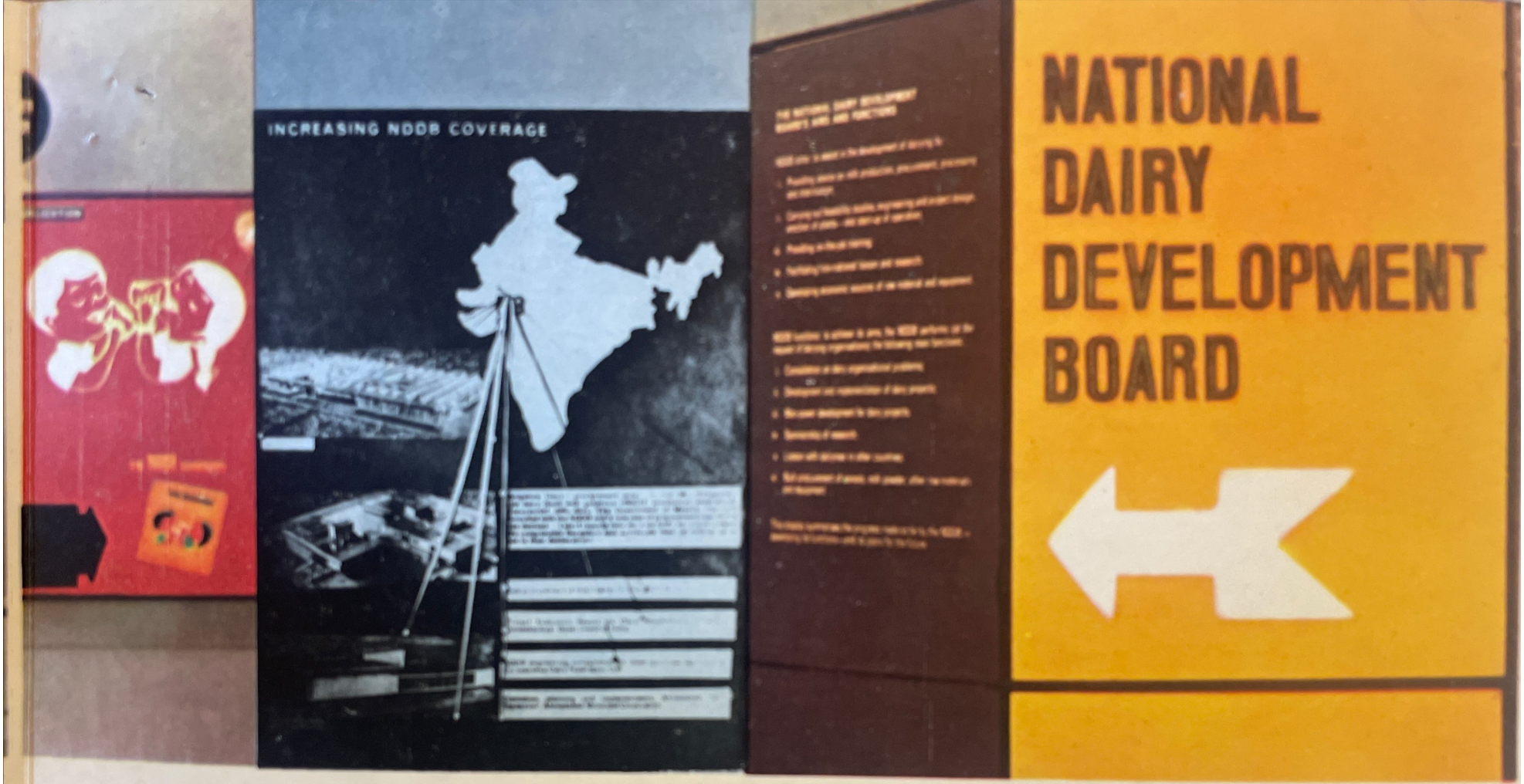
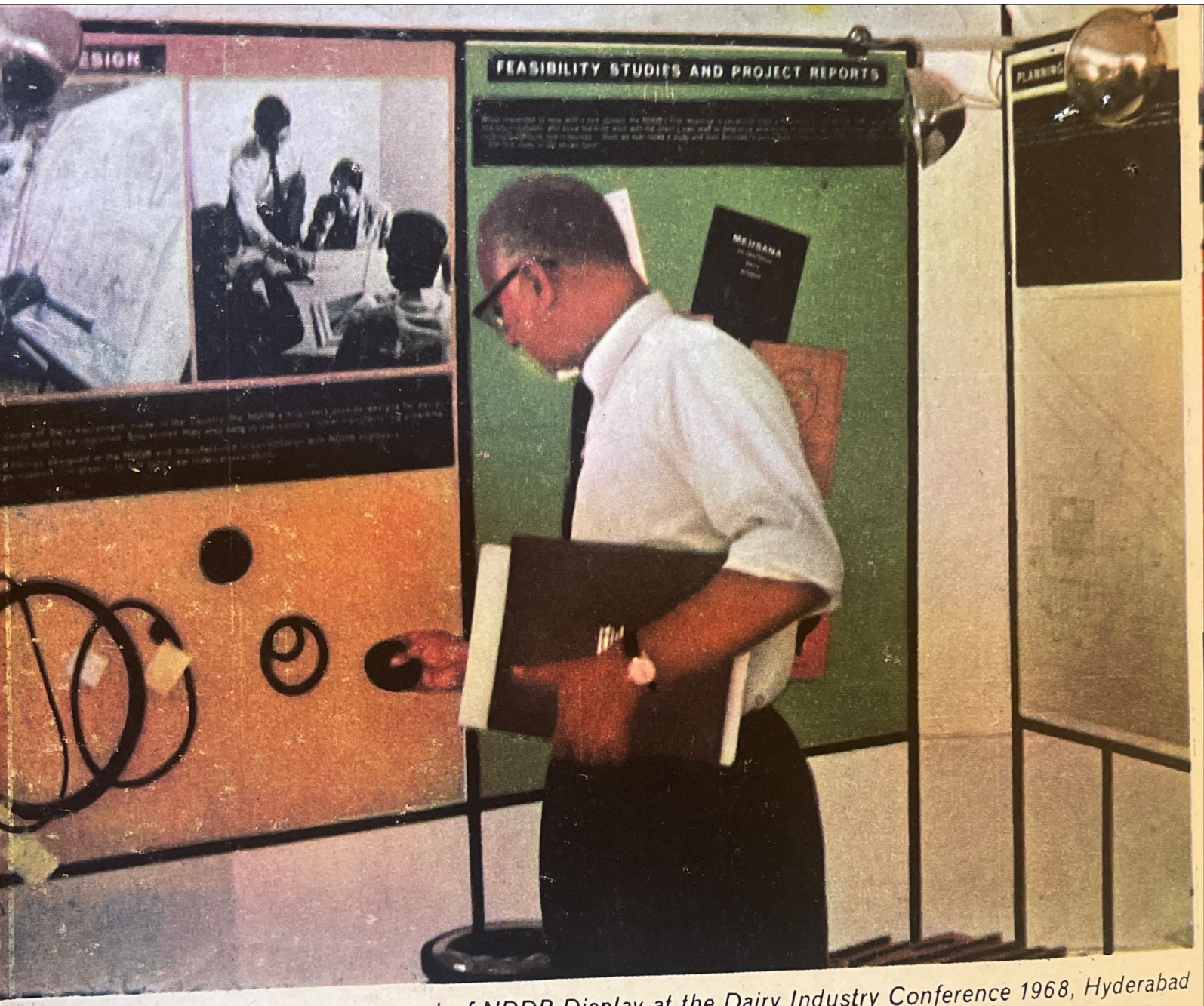
Photographic resume' of NDDB Display at the Dairy Industry Conference 1968, Hyderabad


INCREASING NDDB COVERAGE
NATIONAL
DAIRY
DEVELOPMENT
BOARD

BARODA DAIRY



Photographic resume' of NDDB Display at the Dairy Industry Conference 1968, Hyderabad

The National Dairy Development Board
Members, 1967/68

Chairman

Dr. V. KURIEN
General Manager
Kaira District Co-operative Milk Producers' Union Ltd., Anand

Members

Dr. P. BHATTACHARYA
Animal Husbandry Commissioner with Government of India (Ex-Officio)

Dr. K. K. IYA
Deputy Director General
(Animal Sciences), Indian Council of Agricultural Research (Ex-Officio)

Dr. N. N. DASTUR
Joint Commissioner (Dairy Development)
Ministry of Food, Agriculture, Community Development & Co-operation
Government of India (Ex-Officio)

Shri G. S. GODBOLE
Dairy Development Commissioner
Government of Maharashtra
Bombay

Shri H. M. DALAYA
Assistant General Manager
Kaira District Co-operative Milk Producers' Union Ltd., Anand

Shri V. H. SHAH
Manager (Production & Planning)
Kaira District Co-operative Milk Producers' Union Ltd., Anand

Shri MICHAEL HALSE
Indian Institute of Management
Ahmedabad

Member-Secretary

Dr. S. C. RAY
National Dairy Development Board
Anand

The National Dairy Development Board's objectives

1. TO MAKE AVAILABLE, ON REQUEST, the information, skills and technical services needed to increase production of milk and of dairy technical inputs — and to speed up development of milk procurement, processing and distribution; namely :

2. TO PROVIDE TECHNICAL SERVICES FOR DEVELOPMENT OF DAIRY AND ALLIED PROJECTS : initial feasibility studies, engineering design, plant erection — and start-up of operations.

3. TO PROVIDE MAN-POWER DEVELOPMENT SERVICES FOR DAIRY AND ALLIED PROJECTS : on-the-job experience and class-room analysis to help executives and supervisors to apply their technical and managerial skills in their day-to-day work.

4. TO PROVIDE BULK-PROCUREMENT SERVICES : selection and purchase of equipment; negotiation and import under license of milk products; bulk handling of raw materials for cattle-feed concentrate mixes.

5. TO PROVIDE SPECIALISED DAIRY ENGINEERING SERVICES : original design and manufacturing follow-through; trouble-shooting on complex equipment.

6. TO PROVIDE CONSULTATION SERVICES ON DAIRY AND ALLIED OPERATIONS : on planning, control, organisation, marketing — backed up where necessary by research within the Board and within other organisations.

7. TO PROVIDE INTERNATIONAL LIAISON : with other National Dairy Boards and international agencies, to facilitate the exchange of information and personnel — and to assist other countries' dairy development.

Shri Jagjivan Ram,
Minister for Food, Agriculture, Community Development and Co-operation
Government of India
New Delhi

Dear Shri Jagjivan Ram :

The formation of the National Dairy Development Board was notified by your Ministry in September, 1965. It took more than a year to organise the newly formed Board into a functional body — and only from the second half of 1966 could we initiate productive activities. I have therefore, pleasure in submitting now our Board's first annual report, the report for 1967/8.

This year, the Board has achieved an important transition from bare self-sufficiency to rapid growth. In 1965/6 and 1966/7 we received Rs. 30,000 and Rs. 20,000, respectively, of assistance from Government. By the end of 1966/7, however, we were able to tell Government that the Board was earning its own way.

From the start, self-sufficiency had been our aim. We felt if our services were truly useful to the dairy industry, then the industry would be willing to pay economic fees for these services. This has proved correct. We believe it to be a healthy test of our effectiveness that the Board's services should continue to be provided on payment of fees—competing on the basis of delivery time, quality of work and maximum saving of our clients' monies.

I am happy to report that there is evidence of increasing demand for the Board's services. In the year under review, on undertakings of a total value of over Rupees 8 million, our income in service fees has amounted more than Rs. 100,000. This is double that of last year — and we have on hand a volume of works, enquiries and negotiations which will yield income for the next year four to five times greater than this year's earnings.

This upsurge of demand reflects the increasing number of States in which public, private and co-operative dairies are requesting the Board's services. Our size remains modest, of course. However, we hope to make an increasing contribution to national welfare by helping dairy organisations to produce more milk and better products — thereby more rapidly improving the nutrition and health of our vast and often needy population.

In our pursuit of this goal, we gratefully acknowledge the support received from you, Sir—and from your Ministry.

Yours sincerely,

V. Kurien,
Chairman
National Dairy Development Board
Anand, Gujarat

The NDDB's activities in 1967/8

This has been the year when our initial efforts to plan our activities have started to produce results. Previously, much of our time had been spent on two activities :

Consulting with dairymen all round the country, finding out what services they thought the NDDB should provide — and

Gearing ourselves up so that we would be able to provide the services requested of us.

Requests for the NDDB's services started to increase significantly early this year and — thanks to our preparations — we have been able to meet a number of these requests. In particular, we have provided six services :

Project development : dairy and cattle-feed plants.

Man-power Development : executive and supervisory programmes.

Bulk procurement : equipment, milk powder, cattle-feed concentrates.

Design engineering : design of ancillaries.

Consultation : dairy organisation and implementation backed when necessary by research.

Publication : milk market research and promotion.

These activities are reported on the following pages.

Surat : the NDDB's first completed dairy — owned and operated by Surat District Co-operative Milk Producers' Union, Ltd. — is the first plant completed by the NDDB.

Project development

Ever since 1939, Surat District's co-operative milk producers have operated one of the country's most efficient milk supply systems. In the farthest villages, milking started at 1 a.m. — and co-operative milk trucks set off for Surat City, picking up more milk **en route** to the City. This ensured that the milk was fresh when delivered (at 5 a.m.) —without the use of chilling or pasteurisation.

By the early 1960's, this system supplied some 60% of the City's needs. However, it was not possible to increase the co-op's coverage further without the introduction of modern technology, such as chilling.

The co-operative milk producers therefore decided that they should build their own modern dairy. Generous credit of Rs. 14,00,000 from the Swedish Government for procurement of dairy equipment was obtained through Government of India's good offices.

Surat Co-operative Milk Producers' Union entrusted erection and installation of their dairy to the NDDB who completed the job in March 1968. The plant can handle 60,000 litres of fresh milk and can convert winter surpluses into roller-dried milk powder and ghee. The total cost, excluding land, was Rs. 75 lakhs.

We are grateful to Surat co-operators for making their Dairy the NDDB's first completed project.

Considerable progress has been made this year on the NDDB's second major Project Development : the design and erection of three cattlefeed plants for Government of Gujarat. The design of these plants has, in itself, aroused much professional interest. Each 3-storey superstructure of steel framing is being prefabricated, along with indigenously manufactured equipment and heavy-duty flooring. All prefabricated parts can then readily be assembled on the site, at a significant reduction in erection costs. In the process of design, NDDB engineers have reduced imported components by 66%. The three plants are expected to be producing balanced cattlefeed concentrates within one year. Total cost, excluding land, is estimated at Rs. 30 lakhs.

NATIONAL DAIRY DEVELOPMENT BOARD, ANAND

BALANCE SHEET AS AT 31ST MARCH, 1968

FUNDS AND LIABILITIES	Rs.	Rs.
GENERAL RESERVE :		
Balance as per last Balance Sheet		50,000
CURRENT LIABILITIES :		
(1) For goods	37,37,995	
(2) For expenses	11,510	37,49,505
INCOME & EXPENDITURE ACCOUNT :		
Balance as per last Balance Sheet	24,632	
Add : Excess of income over expenditure for the year transferred from Income & Expenditure Account	4,966	29,598
		38,29,103 Total :

PROPERTY AND ASSETS			Rs.	Rs.
FIXED ASSETS : (at Cost)				
DEAD STOCK :				
Balance as per last Balance Sheet			35,715	
Add : Additions during the year			125	
			35,840	
Less : Depreciation upto 31-3-67		1,960		
For 1967-68		3,376	5,336	30,504
Air Conditioners :				
Purchased in 1967-68				7,938
VEHICLES :				
(1) Mortor-Car :				
Balance as per last Balance Sheet		20,007		
Less : Depreciation upto 31-3-67	2,000			
For 1967-68	3,601	5,601	14,406	
(2) Cycle :				
Purchased in 1967-68		261		
Less : Depreciation for 1967-68.		52	209	14,615
ENGINEERING TOOLS :				
Balance as per last Balance Sheet			3,881	
Less : Depreciation for 1967-68			466	3,415
CURRENT ASSETS : LOANS & ADVANCES :				
(A) CURRENT ASSETS :				
Skim Milk Powder : (in transit) (at invoice value)				20,29,858
Sundry debtors for technical services rendered (Unsecured considered good)				17,414
CASH AND BANK BALANCES :				
Cash on hand			814	
With Banks :				
In current account			24,972	
In Fixed Deposit			16,99,000	17,24,786
Loans and Advances :				
Advances recoverable in cash or in kind or for value to be received				573
			Total :	38,29,103

We have checked the above Balance Sheet as at and the Income and Expenditure Account of National Dairy Development Board for the year ended 31st March, 1968 with the books of account and relevant records maintained by the Board and produced to us and certify that to the best of our information and explanations given to us the same are correct.

Ahmedabad
Dated : 4-5-1968. Chartered Accountants

Dated : 4th May, 1968. Chairman Members

NATIONAL DAIRY DEVELOPMENT BOARD, ANAND

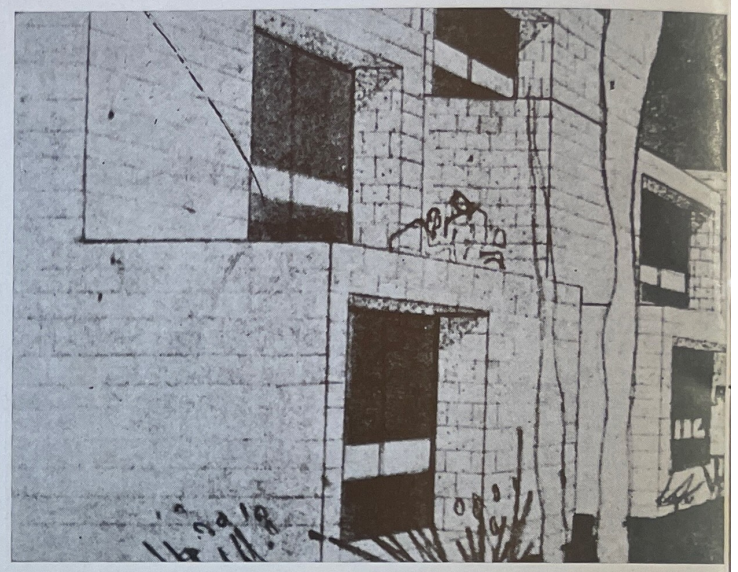
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 1968

EXPENDITURE		Rs.	INCOME	Rs.
To Salary		43,599	By Grant received from Government of India	20,000
Rent and Electricity charges (less recovered from Staff Rs. 84.30)		11,965	Technical service fees	98,372
Advertisement		500	Miscellaneous receipts	210
Conference expenses (including publicity expenses)		30,018		
Drawing office materials		480		
Books and Periodicals		436		
Travelling expenses		10,995		
Postage, telegrams, telephones, Printing and Stationery		4,698		
Motor car expenses		2,259		
Audit fees (including Rs. 100/- for the year 1966-67)		350		
General expenses (including bank commission, newspapers, subscription, etc.)		821		
Depreciation on :				
Dead stock	3,376			
Vehicles	3,653			
Engineering tools	466	7,495		
Excess of income over expenditure carried to balance sheet		4,966		
Total		1,18,582	Total	1,18,582

Ahmedabad
Dated : 4-5-1968. Chartered Accountants

Dated : 4th May, 1968. Chairman

Members



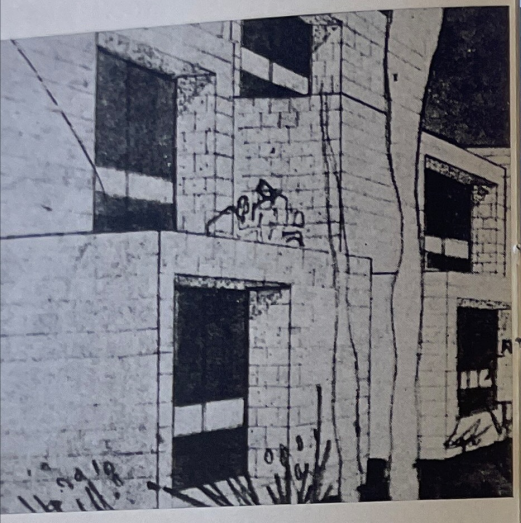
Architect's drawing of the National Dairy Development Board's own Dairy Development Centre, to be completed in mid-1969.
Architects : Kanvinde & Rai, New Delhi

The NDDB's plans for 1968/9

By the close of 1967/8, it was already clear that the chief question facing the NDDB in 1968/9 would be: has the NDDB laid adequate foundations for its own expansion?

Requests for the NDDB's Project Development Services are increasing. These come from the public, private and co-operative sectors in many States: Bihar, West Bengal, Mysore, Gujarat and Rajasthan, as well as from Centrally administered Territories. Many of these projects will represent significant expansions of their sponsors' activities. These sponsors are discussing with the NDDB ways in which the Manpower Development Programme can help them to speed up the development of the high-calibre executives and supervisors which their projects will require.

Requests for Design Engineering, Consultation and Research are also increasing. Some of these interlock with the projects under discussion, because they are intended to identify the technical and managerial innovations which can help to increase a specific project's viability.



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No doubt, some of these project enquiries will terminate at the feasibility-study stage. The NDDB intends to maintain its policy of discouraging clients from going ahead with any project which, on examination, appears unlikely to achieve viability.

However, even after allowing for such project terminations, the value of products and services provided by the NDDB in 1968/9 will probably increase four-fold over 1967/8. To deal with this upsurge, the NDDB has fortunately been able to follow two policies :

hiring ahead : the exciting developmental role of the NDDB evidently appeals to a great many enterprising men of all ages in dairying and associated fields; the NDDB has therefore been privileged in being able to recruit a well qualified staff which is committed to building the NDDB's role in national development; encouraged by this response, the NDDB has followed the policy of hiring ahead of its immediate needs, in order to give each new staff-member an opportunity to understand the NDDB's integrated approach to dairy development, before he becomes over-immersed in his own special field; so far, at least, this policy of hiring ahead has enabled the NDDB to respond positively to most requests for its services — and the high-quality nucleus of staff now built up is expected to be sufficient to deal with the larger number of requests now being made for the NDDB's services;

building ahead : the Royal Danish Government, at the request of Government of India, has generously granted Rs. 13,00,000 to the NDDB for construction of its Dairy Development Centre on fifteen acres of land, made available on 99 years lease at nominal rental by the Government of Gujarat; also UNICEF has offered to help equip the Centre. This Centre will facilitate the integration of the NDDB's work on Project and Manpower Development with its Design Engineering and Consultation Services. The Centre will also provide comfortable accommodations for up to 40 participants in the NDDB's Manpower Development Programmes. The Centre's facilities will come up just in time to facilitate the expansion of the NDDB's activities now under way.

The generous gift of the Royal Danish Government reflects another aspect of the NDDB's anti-

International dialogue : In 1968, Sir Richard Trehane, Chairman of the Milk Marketing Board of England and Wales, visited the National Dairy Development Board's headquarters; above he discusses international dairy development with Dr. V. Kurien, Chairman, and Members of the NDDB.

cipated activities in 1968/9. The NDDB has been fortunate in being able to establish cordial relationships with a growing number of sister Boards in other countries, as well as with international organisations which are interested in dairy development. The NDDB believes that there is much to be gained by international exchange of services and expertise, especially as our country has so much to offer in the field of tropical and semi-tropical dairy development.

In 1967/8 the Chairman of the NDDB will visit the Milk Marketing Board of England and Wales. This visit will permit continuation of the dialogue between the two Boards which started when Sir Richard Trehane, Chairman of the British Board, visited us last year. Also the Chairman of the NDDB is likely to visit Australia in 1968/9, to continue the exchange of visits between the Boards of New Zealand, Australia and India.

These exchanges help to build cordial relations. They also have a practical utility, especially in such areas as reciprocal trade. The NDDB believes that it can contribute to our country's policy of "trade not aid" by helping to ensure that our imports of dairy products are in future balanced by increased exports.

In another move toward self-reliance, the NDDB is actively discussing with foreign-aid agencies a pilot project to determine how liquid milk plants can best increase supplies of body-building proteins to low-income urban populations. A variety of milk- and vegetable-based beverages will be tested, to check their popularity with consumers and their commercial viability.

Thus, in both scope and quantity, the NDDB looks forward to 1968/9 as a year of significant expansion. With the continued interest and support of the dairy industry, of concerned Departments of the Union and State Governments — and of many international organisations — we trust that we shall be able to rise to the challenges facing us in the coming year.